



# California Day of Preparedness 2006 Event Planning Checklist

You don't need 4-6 months to plan an effective and fun Preparedness Day Event! This event checklist and guide is intended to save you time by providing you with the structure and components necessary for success!

## General Information

Event Name: **California Day of Preparedness 2006!**

Date:  Day of Week:

Location:  Time:

## Facilities

Reserve your event space immediately, whether on or off site.

- Facilities:

Once the event space is reserved, you'll need to think through the items you need to set up the space properly. This may include, but is not limited to:

- Tables, chairs
- Staging
- Nametag or registration table(s):
- Vendor tables or booths:
- Lectern:
- A/V
- Lighting:
- Plants/centerpieces/decorations:
- Photography/videography
- Parking/valet services/transportation:
- Directional signs (indoor/outdoor):
- Handicap Accessibility:
- Canopies
- Other:

## Agenda

Who will be involved in your event? For instance, will the Director give opening remarks? Make sure you get the date on the calendar of all key participants.

- Key participants:
- Will anyone need assistance in preparing remarks?

### Scripting Needs:

- Identify and invite all speakers. Put all details in writing in the form of a letter of acknowledgment.

## Audience-Building

You will want staff, community leaders and the general public at your event. It's important to consider each group differently when designing your promotional materials:

- Target audience(s):

Are you sending invitations or registration materials? Develop a mailing list of the desired guests. Start this process early!

- Total number of invitees:
- Save the date card?
- RSVP Deadline?

Now that you know whom to invite, think about how you will invite them.

- Posters
- Flyers
- Brochures
- Web Site

# Be Prepared...

Be sure to include driving directions and parking information, access information for disabled guests, and ALWAYS a contact phone number or e-mail address for more information.

- Don't forget to submit your event to local newspapers, television and radio stations – Public Service Announcement time is often free!
- Word of mouth – it's your best resource!

## Program Preparation & Support Materials

Be sure you provide final agendas and scripts to all speakers no less than one week prior to the event.

You may need help setting up, running a registration table, or cleaning up after the conclusion of the event - plan for staff or volunteer help well in advance.

There are a host of printed materials to consider in planning your event, including:

- Speaker handouts
- Programs
- Nametags
- Schedule of events

## Event Day

- Go to the event location and check on the set up 1-2 hours in advance (more for a complex set-up).
- Make sure you have all of your printed materials pre-organized and ready to go.
- Set up the registration/nametag table as early as possible.
- Provide clear information to your staff or volunteers and empower them to respond to on-site questions.
- Provide a bottle of water for each speaker.
- Be on hand to handle any last-minute changes.
- Enjoy!

## Wrap Up and Evaluation

- Returning borrowed or rented items.
- When possible, distribute a written evaluation form at the event to gather guest response. Also, always conduct an internal evaluation by making notes on which elements worked well and which could be improved.
- Write thank you notes as appropriate.
- Distribute event photographs to special guests, post them on your website, and share them with our office!
- Pat yourself and your staff on the back. You did a GREAT job!